

## ABSTRACT OF THE DISCLOSURE

A display wheel cover assembly uniquely connectable to, and removable from, a rotatable wheel of a vehicle. This invention includes an adapter plate releasably connectable by unique replacement lug nuts to the outside of the wheel serving as combination spacers and lug nuts. A support bearing member is connected coaxially with a hub of the adapter plate. A wheel cover including a key-actuated locking support having a coaxially extending support shaft is rotatably supported in the support bearing member. An elongated cylindrical locking member is positioned within a longitudinal aperture formed through the support shaft, while a cam member, connected to a distal end of the locking member, has a non-symmetric periphery such that, when properly rotatably orientated, is fully insertable into said support bearing member. In a second rotational orientation, the cam member prevents withdrawal of the support shaft from the support bearing member. A counterweight attached to the wheel cover prevents rotation of the wheel cover. Interchangeable display indicia attach to the wheel cover.